

Marketing

Required Courses

Why Choose Marketing?

Our Marketing degree provides students with the opportunity to develop a solid broad-based foundation along with the specialization (in areas such as sport marketing, digital marketing, retailing, sales, etc.) that employers appreciate in their entry-level employees. In fact, students can work with faculty to design a concentration more closely aligned with their particular areas of interest. The Marketing curriculum emphasizes opportunities for hands-on experience, meeting and working with practitioners.

- Our quality faculty with years of "real world" experience combine with modern classroom technology to provide a unique and up-to-date learning environment.
- Internships build on our students' learning from their real-world experience.
- With classes averaging less than 20 students, we stress team-based skills, interactive student presentations and hands-on projects to make learning enjoyable.
- One out of every five presidents or CEO's in the top 500 US corporations has a marketing undergraduate degree.

Career Opportunities

Employers like to hire Ferris marketing graduates because of their practical skills, receptive attitudes and their ability to hit the ground running. Our alumni are a testament to the 50+ years of Marketing program experience. They range from CEO, to VP, to manager and small business owner, serving both for profit and non-profit enterprises, including entertainment and professional sports. Some marketing career options include: sales manager, marketing director, brand manager, market research account manager, sports marketing director, retail manager, digital marketing marketer, purchasing director, industrial marketing director or VP marketing.

Admission Requirements

New Students SAT Scores

- 2.5 High School GPA (on a 4.0 scale)
- Two of the Three Criteria:
 1. SAT ERW score of 450 or higher
 2. SAT Math score of 500 or higher. Placement in MATH 109/110 will be considered (SAT Math score of 480 or higher).
 3. SAT Composite of 900 or higher

New Students ACT Scores

- 2.5 High School GPA (on a 4.0 scale)
- Two of the Three Criteria:
 1. ACT English score of 16 or higher
 2. ACT Math score of 19 or higher
 3. ACT Reading score of 19 or higher

Transfer Students

- Combined college or university GPA of 2.35 (on a 4.0 scale) from all institutions attended. GPA based on completion of 12 credit hours or more. Developmental courses will not be considered in computing the GPA requirement.
- Transfer equivalency for FSU ENGL 150 or placement during the first semester at FSU which would require an ACT English score of 16 or higher; or SAT ERW score of 450 or higher; or Accuplacer English score of 6 or higher.
- Transfer equivalency for FSU MATH 114/115 or placement during the first semester at FSU which would require an ACT Math score of 19 or higher; SAT Math score of 500 or higher; or Accuplacer Math scores: Elementary Algebra score 75 or higher and College Level Math 0-49.

More Information:

Additional guidance can be found on the College of Business Webpage under the Admissions tab.

General Education Requirements

All University General Education requirements for a Bachelor's degree is here

Please consult this link for a complete listing of General Education Electives.

Consult the Required Courses above or the program advisor for program specific General Education requirements.

Graduation Requirements

The Marketing program leads to a Bachelor of Science degree. Graduation requires a minimum 2.0 GPA in business core courses, the major courses and overall.

More Information

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